

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.
Application No. : 10/618,154 Confirmation No. : 4144
Filed : July 11, 2003
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES
Art Unit : 2421
Examiner : Hoang Vu A Nguyen Ba

New York, New York 10036
February 17, 2009

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO FINAL OFFICE ACTION

Dear Madam:

This Reply is in response to the Final Office Action mailed on October 21, 2008 and accompanies a Request for Continued Examination (RCE) filed herewith. The time period for response has been extended to February 21, 2009, by the accompanying petition for a one-month extension of time.

Amendments of the Claims begin on page 2 of this Reply.

Remarks begin on page 17 of this Reply.